While the foregoing has disclosed by way of example an embodiment in accordance with the present invention, it will be appreciated that many alternative embodiments in accordance with the present invention may occur to one of ordinary skill in the art, given the teachings of this disclosure. For example, the display apparatus and techniques disclosed herein can be advantageously applied to many other types of electronic devices in addition to portable radio messaging devices. Consequently, the scope of the invention is delimited only according to the following claims.

What is claimed is:

1. A wireless messaging device, comprising:

a receiver for receiving a message;

a processor coupled to the receiver for processing the message; and

a display electrically coupled to the processor for displaying an image including the message,

wherein the display is constructed and arranged such that the image is viewable from first and second sides of the display, the first and second sides facing opposite one another, and such that the display is transparent except for an active portion which forms the image, allowing a single image to be seen from either side of the display, and

wherein the display is further constructed and arranged such that it can be positioned in a first position in which the first side is visible to a user and in a second position in which the second side is visible to the user, and

wherein the wireless messaging device further comprises a display position detector coupled to the display and coupled to the processor for cooperating with the processor to flip the image in order to maintain a correct orientation of the image, in response to the display being moved from the first position to the second position.

2. The wireless messaging device of claim 1, wherein the display comprises a touchscreen on at least one of the first and second sides, the touchscreen coupled to the processor for providing user control of the wireless messaging device.

3. The wireless messaging device of claim 1, wherein the processor and the display are arranged such that after an image is displayed on the display, power is removed from the display without erasing the image.

4. The wireless messaging device of claim 1, wherein the processor and the display are arranged such that custom text colors and logos are programmed within the processor and displayed on the display.

5. The wireless messaging device of claim 1, wherein the display is an electrochromic display.

6. The wireless messaging device of claim 1, wherein the display is an electrochromatic display.

7. The wireless messaging device of claim 1, further comprising a keypad for local message entry by a user, wherein the processor and the display position detector further cooperate to place the wireless messaging device into a local message entry mode in response to the display being moved to the second position.

8. An electronic device, comprising:

a processor for processing a message; and

a display electrically coupled to the processor for displaying an image including the message,

wherein the display is constructed and arranged such that the image is viewable from first and second sides of the display, the first and second sides facing opposite one another, and such that the display is transparent except for an active portion which forms the image, allowing a single image to be seen from either side of the display, and

wherein the display is further constructed and arranged such that it can be positioned in a first position in which the first side is visible to a user and in a second position in which the second side is visible to the user, and

wherein the electronic device further comprises a display position detector coupled to the display and coupled to the processor for cooperating with the processor to flip the image in order to maintain a correct orientation of the image, in response to the display being moved from the first position to the second position.

9. The electronic device of claim 8, wherein the display comprises a touchscreen on at least one of the first and second sides, the touchscreen coupled to the processor for providing user control of the electronic device.

10. The electronic device of claim 8, wherein the processor and the display are arranged such that after an image is displayed on the display, power is removed from the display without erasing the image.

11. The electronic device of claim 8, wherein the processor and the display are arranged such that custom text colors and logos are programmed within the processor and displayed on the display.

12. The electronic device of claim 8, wherein the display is an electrochromic display.

13. The electronic device of claim 8, wherein the display is an electrochromatic display.

14. The electronic device of claim 8, further comprising a keypad for local message entry by a user, wherein the processor and the display position detector further cooperate to place the electronic device into a local message entry mode in response to the display being moved to the second position.

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